



**FOR IMMEDIATE RELEASE**

**Singapore Tourism Board appoints Distilleri to organise Grand Prix Season Singapore 2022 at Orchard Road and Clarke Quay precincts**

**22 August 2022** – Singapore Tourism Board (STB) will be hosting Grand Prix Season Singapore (GPSS) from 23 September to 2 October 2022, with Distilleri appointed as the organiser for precinct activations at Orchard Road & Clarke Quay. GPSS is a celebration of race-themed events, which will see a variety of experiences and activities available to the public.

Distilleri's scope of work includes :

- Planning, design, project management and delivery of GPSS precinct activations
- Partnership tiering and sourcing for brand partners
- Venue design, layout planning and dress-up
- Event impact measurement

Calvin Tan, Business Development Director at Distilleri and project lead for GPSS believes that the event provides brands with the opportunity to forge deeper connections with their target audience. "We're excited to collaborate with our partners to bring play back to Orchard Road and Clarke Quay after two years of mostly virtual events."

The theme for Orchard Road precinct is 'Festive Fun' and some of the key highlights are:

- Hot Wheels play space featuring over 1000 miniature cars, with opportunities for the public to build their own miniature racetrack.
- Full-sized replica of the McLaren race car made from Lego.

- more -

- A huge 10m x 3m inflatable installation of Bored Ape Yacht Club's Champ Medici NFT, designed exclusively for GPSS.



Illustration of Champ Medici inflatable

At Clarke Quay precinct, the theme is 'Back with Passion' and some of the key highlights are:

- Fashion Designers' Showcase featuring creations from home grown designers in a special show choreographed by celebrity fashion icon Daniel Boey.
- Full-sized, exact specifications replica of the Aston Martin race car.

GPSS will also offer exciting events that the public can take part in:

- Adrenaline pumping activities such as dance battles, bootcamps and classes, as well as fitness workouts.
- Family events include Kids Craft workshops on a sustainability theme.

- End -

## Media Contact

Eugene Chua

Account Manager, Distilleri

M: +65 9338 4498

E: [eugene.chua@distilleri.sg](mailto:eugene.chua@distilleri.sg)

### **About GPSS 2022**

Singapore Tourism Board will be hosting Grand Prix Season Singapore (GPSS) from 23 Sep to 2 Oct '22.

GPSS is a 10-day celebration of race themed events which will see the city transform into a hotbed of parties, shopping extravaganzas, feasts, festivals, and unique experiences, celebrating and extending the excitement and buzz of the Singapore Airlines Formula 1 Singapore Grand Prix to reach the general public and appeal to a wide segment of consumers.

This year, GPSS is about Refuelling Passions - for the sport, and for F&B, shopping, entertainment and other lifestyle pursuits and experiences. Events and activations will take place across two of Singapore's premium and most celebrated precincts – Orchard Road and Clarke Quay.

The Orchard precinct will focus on F&B, retail, and lifestyle offerings within a festival atmosphere, whilst Clarke Quay will revive nightlife and entertainment with world class F&B, concerts, and themed parties. Special promotions, menus and discounts will feature across both precincts to celebrate the race season.

### **About Distilleri Group**

The Distilleri Group is a collection of businesses in Media and Communications.

The Company offers strategic comms advisory, tourism marketing and production. They are also publishers of [SilverStreak](#), Singapore's definitive media platform for seniors.

Distilleri's core differentiator is the ability to strategically distill briefs to become focused problem solvers.

Website: <https://distilleri.sg/>

LinkedIn: <https://www.linkedin.com/company/distillerisg/>